VII. Control Activities, continued:

B. Application Control Policies and Procedures

Transaction Type: Financial Data

Control Objective: Authorization

Only authorized financial data should be input to the jurisdictional separations process.

Description of Policies and Procedures

- Financial data in financial data files is authorized through the design of the programmed input procedure that extracts data from specified financial data files generated by the overall financial accounting processes.

- Manual reports sent from source departments to the Separations Group are reviewed by source department supervisors.

Control Objective: Completeness

Authorized financial data should be completely input and processed.

Description of Policies and Procedures

- Programmed input procedures extract data from financial data files.

- Programmed procedures compare detail inputs to control totals.

- Manual comparisons of input data to source documents are performed.

- Every input form contains a "check figure" column which is manually scanned for anomalies.

Control Objective: Accuracy

Authorized financial data should be accurately input and processed.

Description of Policies and Procedures

- Programmed input procedures extract data from financial data files.

- Programmed procedures compare detail inputs to control totals.

- All input data is subjected to ratio analysis and analytical review.

VII. Control Activities, continued:

<u>Transactions Type: Statistical Data</u>

Control Objective: Authorization

Only authorized statistical data should be input to the jurisdictional separations process.

Description of Policies and Procedures

- Data source definition of recurring input transactions authorizes the data.

Control Objective: Completeness

Authorized statistical data should be completely input and processed.

Description of Policies and Procedures

- One-to-one check of input data (some manual and some mechanical).

- Trending analysis on system output.

Control Objective: Accuracy

Authorized statistical data should be accurately input and processed.

Description of Policies and Procedures

- One-to-one check of input data (some manual and some mechanical).

- Trending analysis on system output.

<u>Transactions Type: Adjustment Transactions</u>

Control Objective: Authorization

Only authorized adjustments should be input to the jurisdictional separations process.

Description of Policies and Procedures

- Adjustment approval from jurisdictional accounting manager provides authorization.

VII. Control Activities, continued:

Control Objective: Completeness

Authorized adjustments should be completely input and processed.

Description of Policies and Procedures

- One-to-one manual comparison to source document.

Control Objective: Accuracy

Authorized adjustments should be accurately input and processed.

Description of Policies and Procedures

- One-to-one manual comparison to source document.

VIII. Monitoring:

<u>Ongoing Monitoring</u>

Internal Control - Integrated Framework Criteria:

Ongoing monitoring occurs in the ordinary course of operations, and includes regular management and supervisory activities, and other actions personnel take in performing their duties that assess the quality of internal control system performance.

BellSouth Control Elements:

- When there are FCC Rule changes, reports/results are reviewed for expected trends.

- The Separations Group monthly meeting is used as a vehicle for managers to monitor activity.

- Monthly output by state is trended on a month over month basis by line item as it appears on the SIS output reports. A written analysis is prepared describing all unusual variances and is sent to various Company personnel as well as management in the Separations Group.

- Auditor recommendations are implemented on a timely basis.

- When management obtains information from training seminars and planning sessions that would enhance internal control, it is communicated to the employees.

- If employees offer suggestions through planning sessions or training seminars, management is open to these suggestions.

VIII. **Monitoring, continued:**

<u>Separate Evaluations</u>

Internal Control - Integrated Framework Criteria:

It is useful to take a fresh look at the internal control system from time to time, focusing directly on system effectiveness. The scope and frequency of separate evaluations will depend primarily on an assessment of risks, and ongoing monitoring procedures.

BellSouth Control Elements:

- Internal Audit performs various evaluations on the internal control system. Internal Audit findings are reviewed with upper management of the Company including, when necessary, the audit committee.

- Coopers & Lybrand, L.L.P. includes control evaluations on feeder systems to the Separations Information System in its annual financial statement audit work.

- Jurisdictional audits have been performed in the past by Coopers & Lybrand, L.L.P. without significant findings.

<u>Reporting Deficiencies</u>

Internal Control - Integrated Framework Criteria:

Internal control deficiencies should be reported upstream with certain matters reported to top management and the Board.

BellSouth Control Elements:

- Audit reports and findings from external auditors are reported to upper management and communicated to staff.

- Deficiencies are reported to the person directly responsible for the activity and to a person at least one level higher.

Appendix

<u>**INTERNAL CONTROL - INTEGRATED FRAMEWORK OF THE**</u>

<u>**REPORT OF THE COMMITTEE OF SPONSORING ORGANIZATIONS**</u>

<u>**OF THE TREADWAY COMMISSION ("COSO CRITERIA")**</u>

Background

Internal Control - Integrated Framework was issued in September 1992 by the Committee of Sponsoring Organizations of the Treadway Commission ("COSO"). This report, frequently referred to as the COSO report, is in four parts. It includes a *Framework* volume which defines internal control, describes its components, and provides criteria against which managements, boards or others can assess their control systems.

Since issuance, the COSO report has been viewed by many parties as having achieved its stated objectives -- establishing a common definition serving the needs of different parties, and providing a standard against which business and other entities can assess their control systems and determine how to improve them.

The COSO report has been embraced by:

- American Institute of Certified Public Accountants

- American Accounting Association

- Institute of Internal Auditors

- Institute of Management Accountants

- Financial Executives Institute

- General Accounting Office

- Federal Deposit Insurance Corporation

Definition of Internal Control

The COSO report defines and describes internal control to:

- Establish a common definition serving the needs of different parties.

- Provide a standard against which business and other entities -- large or small, in the public or private sector, for profit or not -- can assess their control systems and determine how to improve them.

Internal control is broadly defined as a process, effected by an entity's board of directors, management and other personnel, designed to provide reasonable assurance regarding the achievement of objectives in the following categories:

- Effectiveness and efficiency of operations.

- Reliability of financial reporting.

- Compliance with applicable laws and regulations.

The first category addresses an entity's basic business objectives, including performance and profitability goals and safeguarding of resources. The second relates to the preparation of reliable published financial statements, including interim and condensed financial statements and selected financial data derived from such statements, such as earnings releases, reported publicly. The third deals with complying with those laws and regulations to which the entity is subject. These distinct but overlapping categories address different needs and allow a directed focus to meet the separate needs.

Internal control systems operate at different levels of effectiveness. Internal control can be judged effective in each of the three categories, respectively, if the board of directors and management have reasonable assurance that:

- They understand the extent to which the entity's operations objectives are being achieved.

- Published financial statements are being prepared reliably.

- Applicable laws and regulations are being complied with.

While internal control is a process, its effectiveness is a state or condition of the process at one or more points in time.

Internal control consists of five inter-related components. These are derived from the way management runs a business and are integrated with the management process. Although the components apply to all entities, small and mid-size companies may implement them differently than large ones. Its controls may be less formal and less structured, yet a small company can still have effective internal control. The components are:

- *Control Environment* -- The control environment sets the tone of an organization, influencing the control consciousness of its people. It is the foundation for all other components of internal control, providing discipline and structure. Control environment factors include the integrity, ethical values and competence of the entity's people; management's philosophy and operating style; the way management assigns authority and responsibility, and organizes and develops its people; and the attention and direction provided by the board of directors.

- *Risk Assessment* -- Every entity faces a variety of risks from external and internal sources that must be assessed. A precondition to risk assessment is establishment of objectives, linked at different levels and internally consistent. Risk assessment is the identification and analysis of relevant risks to achievement of the objectives, forming a basis for determining how the risks should be managed. Because economic, industry, regulatory and operating conditions will continue to change, mechanisms are needed to identify and deal with the special risks associated with change.

- *Control Activities* -- Control activities are the policies and procedures that help ensure management directives are carried out. They help ensure that necessary actions are taken to address risks to achievement of the entity's objectives. Control activities occur throughout the organization, at all levels and in all functions. They include a range of activities as diverse as approvals, authorizations, verifications, reconciliations, reviews of operating performance, security of assets and segregation of duties.

- *Information and Communication* -- Pertinent information must be identified, captured and communicated in a form and timeframe that enables people to carry out their responsibilities. Information systems produce reports, containing operational, financial and compliance-related information, that make it possible to run and control the business. They deal not only with internally generated data, but also information about external events, activities and conditions necessary to informed business decision-making and external reporting. Effective communication also must occur in a broader sense, flowing down, across and up the organization. All personnel must receive a clear message from top management that control responsibilities must be taken seriously. They must understand their own role in the internal control system, as well as how individual activities relate to the work of others. They must have a means of communicating significant information upstream. there also needs to be effective communication with external parties, such as customers, suppliers, regulators and shareholders.

- *Monitoring* -- Internal control systems need to be monitored -- a process that assesses the quality of the system's performance over time. This is accomplished through ongoing monitoring activities, separate evaluations or a combination of the two. Ongoing monitoring occurs in the course of operations. It includes regular management and supervisory activities and other actions personnel take in performing their duties. The scope and frequency of separate evaluations will depend primarily on an assessment of risks and the effectiveness of ongoing monitoring procedures. Internal control deficiencies should be reported upstream, with serious matters reported to top management and the board.

There is synergy and linkage among these components, forming an integrated system that reacts dynamically to changing conditions. The internal control system is intertwined with the entity's operating activities and exists for fundamental business reasons. Internal control is most effective when controls are built in to the entity's infrastructure and are a part of the essence of the enterprise. "Built in " controls support quality and empowerment initiatives, avoid unnecessary costs and enable quick response to changing conditions.

There is a direct relationship between the three categories of objectives, which are what an entity strives to achieve, and components, which represent what is needed to achieve the objectives. All components are relevant to each objectives category. When looking at any one category -- the effectiveness and efficiency of operations, for instance -- all five components must be present and functioning effectively to conclude that internal control over operations is effective.

The internal control definition -- with its underlying fundamental concepts of a process, effected by people, providing reasonable assurance -- together with the categorization of objectives and the components and criteria for effectiveness, and the associated discussions, constitute this internal control framework.

BEFORE THE FEDERAL COMMUNICATIONS COMMISSION

In the Matter of Application by BellSouth Corporation for Provision of In-Region, InterLATA Services in Louisiana.

CC Docket No. ___97-231___

REPLY DECLARATION OF
WILLIAM C. DENK

1. I am a Vice President at M/A/R/C Research, One Premier Plaza, 5605 Glenridge Drive, Suite 760, Atlanta, GA 30342. I have previously filed a declaration in the above-captioned matter. This reply has been prepared in response to issues raised by Sprint (comments on pages 13 and 14), and by Professors Hubbard and Lehr on behalf of AT&T (pages 38 and 39) regarding my earlier submission.

2. Sprint questions BellSouth's assertion, based on my report, that about 17% of PCS customers in Louisiana subscribe to PCS service instead of wireline service. The 17% number is the sum of three mutually exclusive buying scenarios, each of which represent situations where PCS customers in Louisiana reported purchasing PCS as a substitute for wireline service. The 17% number includes:

    - PCS customers in Louisiana (3%) who have *eliminated* wireline altogether and *replaced* with PCS for all voice communications (see Table 3, page 5 in original report).

- PCS customers in Louisiana (10%) who subscribed to PCS *instead of* wireline when initiating service (see Table 4, page 6 in original report).

- PCS customers in Louisiana (4%) who wanted to add another line, and decided to add PCS *instead of* an additional wireline (see Table 5, page 6 in original report).

3. These results emerged in response to the following question:

Think back to when you first signed up for mobile service with [INSERT PCS CARRIER] Which one of the following five statements BEST describes why you chose mobile service with [INSERT PCS CARRIER]? (READ LIST) [ROTATE ANSWERS]

1. I wanted to replace my (residential/business) wireline phone with mobile service for all voice communications.
2. I wanted to add another line at my (home/business) and decided to add mobile service instead of another wireline.
3. I was getting phone service for the first time for my (residence/business) and decided to use mobile service instead of wireline service.
4. I wanted a mobile option in addition to my (residential/business) wireline phone, and decided to add mobile service.
5. I wanted to replace my current cellular service with this mobile service.
6. (DO NOT READ) None of the above

4. The question above was asked in the context of business usage (see Q.10 in questionnaire) if the majority of the respondent's usage of PCS was for business reasons. This had been determined in an earlier question (Q.6). If the majority of usage of PCS was for personal reasons, the question was asked in the context of home or residential usage (see Q.8 in questionnaire).

5. There are two other important features of this question:

- Since the question asks about the statement which BEST describes why the respondent chose mobile service, he or she selected just one of the five response options, or None of the Above. This makes the answers mutually exclusive.

- To prevent response bias, the order of the answer list was randomly rotated for each respondent.

A copy of each of the three questionnaire versions used in the study has been included in the Appendix of this Reply. The versions differed only in some of introductory and screening questions. They were designed that way in order to customize the interview appropriately based on the data collection methodology used (either outbound telephone interviews, inbound telephone interviews, or online interviews) and the sample group being interviewed (current BellSouth Mobility DCS customers, or non-BellSouth PCS customers). The order and wording of the questions upon which the analysis was based were the same in all three versions.

6. Sprint also speculates that the 17% could "include merely users who placed their PCS order before they placed their next phone call or office visit to subscribe to BellSouth's service." As just explained, however, two of the three groups that comprise the 17% number report that they are doing without wireline service entirely:

- 10% of customers in Louisiana who subscribed to PCS did so *instead of* wireline when initiating service .

- 3% of PCS customers in Louisiana *eliminated* wireline altogether and *replaced* with PCS for all voice communications.

7. The third group included in the 17% (customers who wanted to add another line, and decided to add PCS *instead of* an additional wireline) already has one or more traditional wirelines. As an alternative to adding incremental wireline service, members of this group opted to add PCS instead.

8. Based on how these three groups are defined, none of them contain users who placed their PCS order while also intending to subscribe to BellSouth's service. Such a customer would have fallen into one of the remaining response categories:

- I wanted a mobile option in addition to my (residential/business) wireline phone, and decided to add mobile service.

- I wanted to replace my current cellular service with this mobile service.

- None of the above.

9. Finally, Sprint asserts that the "survey stands in marked contradistinction to another survey touted by BellSouth". In the Purchase Motivations section of my Research Findings (page 4), the following conclusion was made:

> "As seen in Graph 1 below, two main reasons emerge as motivations for purchasing PCS—the desire to add a mobile communication option and the desire to replace traditional cellular service with PCS."

10. Both of these reasons relate to mobility. The first reason, the desire to add communications mobility, logically applies to first-time wireless customers. The second reason, the desire to replace the present form of mobile service (cellular) with a different form of mobile service (PCS) logically applies to current wireless customers.

11. These findings related to mobility are, in fact, quite consistent with the study quoted in the press release published by BellSouth on the Web on July 25, 1997. Both studies show that the primary reasons given by wireless customers as their reason for subscribing to wireless service relate to the mobility of the service.

12. However, as noted earlier, an additional finding emerged from the Louisiana PCS study. The additional finding is that a smaller but notable percentage (17%) of PCS customers in Louisiana decided to substitute PCS for the purchase of wireline service.

13. On behalf of AT&T, Professors Hubbard and Lehr assert that I did not "provide a detailed description of the survey methodology or questionnaire, nor data to indicate how representative his sample of customer preferences...". In fact, page 2 of the original report, which is titled Research Methodology/Sampling, provides a complete summary of the survey methodology and how the sample for each research phase was collected. As noted earlier, the questionnaire versions that were used in the research are included in the Appendix of this reply.

14. Professors Hubbard and Lehr also suggest the survey "questions are not quantitative", indicating that self-reporting of preferences is often unreliable and difficult to interpret because of things like framing bias. By definition, all survey research is "self-reported" data, whether it involves the self-reporting of preferences, behavior, or attitudes. In survey research, questions are posed to respondents, and respondents "report" their answers. A great many U.S. corporations, including AT&T, spend millions of dollars on survey research each year to reduce the risk of making the wrong strategic and tactical business decisions. All survey research yields self-reported data upon which interpretations are made and conclusions are drawn on an ongoing and routine basis.
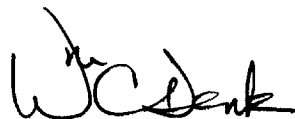
15. The questions in the Louisiana PCS survey were designed to prevent bias from influencing a respondent's self-reported answers. As noted earlier, the question related to PCS purchase motivations (as well as other key questions) was asked in the context of business or personal usage as appropriate for each respondent. This ensured the proper frame of reference. In

addition, the order of the answer list was randomly rotated for each respondent to prevent response bias.

16. Professors Hubbard and Lehr also suggest that "because the sample was drawn from PCS users, it is likely to be biased, and not representative of the average residential subscriber." The goal was never to represent the average residential wireline subscriber. The purpose of the study was to test the hypothesis that there are PCS customers who use PCS as a substitute for wireline service. Therefore, the appropriate sample frame for the study was the PCS subscriber market.

17. Mr. Hubbard and Mr. Lehr also suggest that "Mr. Denk's interpretation of his results is suspect because he does not allow us to determine whether the calls made on PCS are incremental small calls or substitute calls." This appears to refer to findings based on questions 9 and 11, included in the Appendix, which ask PCS customers to respond to several statements which may or may not describe how they use their PCS service. Three of the response categories expressly describe the respondent using PCS service "instead of" a wireline option, which directly measures whether substitute calling is occurring. For those respondents which indicated that one or more of the "instead of" statements did indeed apply to them, there was little interpretation required to conclude that substitute calling was occurring. The only assumption was that they were telling the truth.

I declare under penalty of perjury that the foregoing is true and correct. Executed on December 17, 1997.

_____
William C. Denk

APPENDIX

MARC

PCS versus Wireline Research
Matter: 9702558

RESPONDENT'S NAME: _____   **MARKET NAME:** _____

ADDRESS: _____   **SITE/MALL:** _____

APPOINTMENT DATE: _____   **TIME:** _____   **RESPONDENT NO:** _____

TELEPHONE NUMBER			Interviewer
Area Code	Prefix	Suffix	Number

FOR FIELD USE:	
Monitored/Validated by: _____	
Edited by: _____	
Completed:	( )
Terminated:	( )

DATE: ___/___/___   TIME ENDED: ___:___ am pm   TIME STARTED: ___:___ am pm   NO. OF MINUTES: _____

```
MARKET..........................QUOTA
1. New Orleans....... amap out of 200
2. BMDCS customer base..........400
```

MW/mw   07/14/97   2:00 pm

\#   1)   [IF MARKET 2, SKIP TO Q.2]

Hello, I'm *01 calling from M/A/R/C Opinion Research. We are conducting an important study among mobile telephone users. Do you or anyone in your household currently have mobile service?

Yes [ASK TO SPEAK TO THAT PERSON AND REPEAT INTRO] 1
Yes, but not available [SCHEDULE CALLBACK] 2
No such person[TALLY & TERMINATE: NER-USAGE] 3
[1 2 3 4 5 6 7 8 9]

\#   2)   [ASK IF MARKET 2. OTHERWISE, SKIP TO Q.3]

Hello, may I please speak to (READ RESPONDENT NAME FROM TOP OF SCREEN)? IF REFUSED, ENTER \T AND CODE FOR REFUSAL.) (IF NO NAME, ASK TO SPEAK TO MOBILE TELEPHONE USER AT THIS LOCATION.) (IF NO SUCH PERSON AT THIS NUMBER, ENTER \T AND CODE FOR WRONG NUMBER)

Respondent available..1
Respondent not available [SCHEDULE CALLBACK] 2

\#   2b)   (WHEN PROPER RESPONDENT ON LINE, SAY:)   I'm *01 and I'm calling on behalf of BellSouth Mobility DCS. We are conducting an important study among mobile users like yourself.

Is now a good time? (IF NECESSARY, SAY:) The interview only takes about 5 minutes. (IF REFUSED, ENTER \T AND CODE FOR REFUSAL)

Yes...1
No [SCHEDULE CALLBACK] 2

\#   2c)   Just to confirm, are you currently a BellSouth Mobility DCS mobile telephone customer?

Yes **[SKIP TO Q.4a]** 1
No [TALLY & TERMINATE: NER-USAGE]...2
[1 2 3 4 5 6 7 8 9]

\#   3)   Personal Communication Service, or PCS, is a new type of mobile phone service using digital technology which is different from traditional cellular phone service. Do you currently subscribe to personal communication services with any PCS provider?

Yes...1
No [TALLY & TERMINATE: NER-USAGE]...2
[1 2 3 4 5 6 7 8 9]

\#   **3a)**   **END OF SCREENER**

\#   4)   Who is your current PCS provider?

[S]

Aerial...1
AT&T Wireless Services (PCS only) 2
BellSouth Mobility DCS...3
Powertel...4
PrimeCo...5
Sprint PCS 6
Voicestream...7
Western Wireless (PCS only)...8
Other (SPECIFY) 9
|_____|

\#   4a)   [BUILDER: DETERMINE RESPONDENT'S CARRIER:

IF MARKET 1: USE RESPONSE TO Q.4
IF MARKET 2: USE "BellSouth Mobility DCS"]

\#   5)   For how long have you been a customer with [INSERT CARRIER]?

> One month or less 1
> Over one month but less than 3 months... 2
> Three months but less than 6 months 3
> Six months but less than 9 months 4
> Nine months but less than 1 year 5
> One year but less than 3 years 6
> Three years or more 7

\#   6)   Approximately what percent of the time do you use your mobile phone for business reasons and for personal reasons. Your responses need to total 100%.

> Business Reasons .... |___|
> Personal Reasons .... |___|
>
>   [MUST TOTAL 100%]

\#   7)   **Who pays your monthly mobile bill, you, your company, or both?**

> Customer pays 1
> Company pays 2
> Both.. 3

\#   7a)   My next few questions will be about your mobile service with [INSERT CARRIER]. Keep in mind we are not talking about cordless phones you may have in your home or business.

        8)   [IF PERSONAL REASONS > 50%, IN Q.6 ASK Q.8/9. OTHERWISE, SKIP TO Q.10]

Think back to when you first signed up for mobile service with [INSERT CARRIER]. Which one of the following five statements BEST describes why you chose mobile service with [INSERT CARRIER]? (READ LIST) [ROTATE ANSWERS]

                                                                              [S]

> I wanted to replace my residential wireline phone with mobile service
>   for all voice communications 1
> I wanted to add another line at home and decided to add
>   mobile service instead of another wireline 2
> I was getting phone service for the first time for my residence
>   and decided to use mobile service instead of wireline service 3
> I wanted a mobile option in addition to my residential wireline
>   phone, and decided to add mobile service 4
> I wanted to replace my current cellular service with this mobile service 5
> (DO NOT READ) None of the above 6

\#   9)   Now, I'm going to read six statements that may or may not describe how you use your [INSERT CARRIER] service for reasons other than business. As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

[M]

I use the mobile service as the primary telephone in my home.................................1

I use the mobile service to make calls when I am at home, **in addition to** using
a regular wireline telephone 2

I use the mobile service to receive calls at home, instead of having callers
dial my wireline telephone 3

I use the mobile service to make calls when I am away from home, instead of
using a payphone or calling card...4

I use the mobile service to make calls when I am away from home, instead of
using the wireline phone of a friend, business associate, or another
individual or business...5

I use the mobile service to receive calls when I am away from home.........................6

(DO NOT READ) None of the above 7

\#   10)   [IF BUSINESS REASONS > 50%, OR IF PERSONAL = 50% AND BUSINESS=50% IN Q.6, ASK Q.10/11. OTHERWISE, SKIP TO Q.12]

Think back to when you first signed up for mobile service with [INERT CARRIER]. Which one of the following five statements BEST describes why you chose mobile service with [INSERT CARRIER]? (READ LIST) [ROTATE ANSWERS]

[S]

I wanted to replace my business wireline phone with mobile service
for all voice communications 1

I wanted to add another line at work and decided to add
mobile service instead of another wireline 2

I was getting phone service for the first time for my work
and decided to use mobile service instead of wireline service 3

I wanted a mobile option in addition to my business wireline
phone, and decided to add mobile service...4

I wanted to replace my current cellular service with this mobile service 5

(DO NOT READ) None of the above 6

\#   11)   Now, I'm going to read five statements that may or may not describe how you use your [INSERT CARRIER] service for business reasons. As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

[M]

I use the mobile service as my primary business telephone 1
I use the mobile service as a second telephone at work,
in addition to a wireline phone 2
I use the mobile service to receive calls when I am away
from my workplace 3
I use the mobile service to make calls when I am away
from my workplace instead of using a payphone or calling card 4
I use the mobile service to make calls when I am away
from my workplace, instead of using the wireline phone of a
friend, business associate, or another individual or business 5
(DO NOT READ) None of the above 6

\#   12)   How many separate wireline telephone lines do you currently have at your home? (ENTER EXACT NUMBER. DO NOT ACCEPT A RANGE.)

[_____]

\#   12a)   At your workplace, how many separate wireline telephone lines do you personally have and use? (ENTER EXACT NUMBER. DO NOT ACCEPT A RANGE.)

[_____]

USAGE/DEMOGRAPHICS

\#   13)   These last few questions are just to divide our interviews into groups.

Into which of the following categories does your age fall? Are you (READ LIST)?

Under 18...1
18 to 24 2
25 to 34 3
35 to 44 4
45 to 54 5
55 to 64 6
or, 65 and over...7
(DO NOT READ) Refused 8

\#   14)   OMIT]

\#   15)   **What is your occupation?**

Professional 1
Engineer 2
Technical 3
Managerial/Officials 4
Outside/Professional 5
Salesman/Inside salesman 6
Semi-professional 7
Clerical 8
Craftsman/Foreman 9
Semi-skilled 10
Laborer 11
Service Worker 12
Farm 13
Military 14
Retired 15
Unemployed 16
Student 17
Housewife 18
Other (SPECIFY) 19
[_____]
Don't know/no answer 20

\#   16)   May I verify your name?

[_____]
(VERIFY SPELLING AND ENTER)

\#   17)   At what telephone number can you be contacted most easily?

[_____]
(ENTER AREA CODE AND SEVEN-DIGIT NUMBER.
DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES)

\#   18)   (ENTER SEX)

Male 1
Female 2

[Thank you for your cooperation and remember, your opinion counts! Have a nice day/evening.]

MARC

RESPONDENT'S NAME: _____

MARKET NAME: _____

ADDRESS: _____

SITE/MALL: _____

APPOINTMENT DATE: _____ **TIME:** _____

RESPONDENT NO: _____

TELEPHONE NUMBER			Interviewer	
Area Code	Prefix	Suffix	Number	

FOR FIELD USE:

Monitored/Validated by: _____
Edited by: _____
Completed: ( )
Terminated: ( )

DATE: ___/___/___ TIME ENDED: ___:___ am pm TIME STARTED: ___:___ am pm NO. OF MINUTES: _____

MARKET.............................QUOTA
1. BellSouth region.................amap

MW/mw 07/14/97 2:00 pm

[QUESTIONS IN DYNAMIC SCREENER]

1x)   Do you currently live in any of the following states?

    Alabama 1
    Florida.. 2
    Georgia... 3
    Kentucky 4
    Louisiana.. 5
    Mississippi.. 6
    North Carolina.. 7
    South Carolina.. 8
    Tennessee 9
    Live elsewhere in the U.S. 10

\#   2x)   Personal Communication Service, or PCS, is a new type of mobile phone service using digital technology which is different from traditional cellular phone service. Do you currently subscribe to personal communication services with any PCS provider?

         Yes 1
         No [SKIP TO NEXT BLOCK] 2

[QUESTIONS IN SURVEY]

\#   1)   Thanks in advance for your participation in this survey -- it should take approximately 8 minutes to complete. Let's get started!

\#   4)   Who is your current PCS provider?

                                                                       [S]

         Aerial...1
         AT&T Wireless Services (PCS only) 2
         BellSouth Mobility DCS..3
         Powertel...4
         PrimeCo..5
         Sprint PCS 6
         Voicestream...7
         Western Wireless (PCS only)..8
         Other (SPECIFY) 9

\#   4a)   [ASK IF Q.4=**CODE 9 (OTHER)**. OTHERWISE, SKIP TO Q.4b]

        Who is your current PCS Provider? (ENTER PROVIDER)

        [_____]

\#   4b)   [BUILDER NOTE: SET RESPONDENT'S CARRIER BY USING RESPONSE TO Q.4 OR 4a]

\#   5)   For how long have you been a customer with [INSERT CARRIER]?

         One month or less 1
         Over one month but less than 3 months 2
         Three months but less than 6 months 3
         Six months but less than 9 months 4
         Nine months but less than 1 year 5
         One year but less than 3 years 6
         Three years or more 7

\#   6)   Approximately what percent of the time do you use your mobile phone for business reasons and for personal reasons. (YOUR RESPONSES NEED TO TOTAL 100%.)

         Business Reasons .... [____]
         Personal Reasons .... [____]
                                                      [MUST TOTAL 100%]